

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An information providing system comprising:

a server computer capable of transmitting an ~~advertisement~~ advertising data through a communication network; wherein an ~~advertising-rate~~ charge for transmitting the ~~advertisement~~ advertising data is charged to a provider who provides the ~~advertisement~~ advertising data to the server computer, and the ~~advertising-rate~~ charge varies according to a ~~transmitting time of~~ time of day when the ~~advertisement~~ advertising data is transmitted,  
the advertising data is displayed on a web page,  
a placing charge for placing contents on the web page is charged to a provider who provides contents of the web page to the server computer, and  
the advertising charge is raised as the number of accesses increases, and the placing charge is lowered as the number of accesses increases.

2. (Currently Amended) The system according to Claim 1, wherein

the ~~advertising-rate~~ charge also varies according to a number of accesses to the advertising data through the communication network.

3. (Cancelled)

4. (Currently Amended) The system according to Claim 1, wherein

~~the advertising data is displayed on a web page, and~~  
the ~~advertising-rate~~ charge also varies according to an amount of advertisement space occupied by the advertising data on the web page.

5. (Currently Amended) The system according to Claim 4, wherein

the server computer changes the amount of advertisement space according to a number of accesses to the advertising data through the communication network.

6. (Currently Amended) The system according to Claim 1, wherein the advertising ~~rate~~ charge also varies according to a geographical location for which the advertising data is provided.

7. (Currently Amended) An information providing system comprising:  
a server computer connected to a communication network and transmitting advertising data to a first computer at the request of the first computer and sending the first computer accounting data that indicates a cost associated with the advertising data, the cost varying according to ~~transmitting time of~~ a time period when the advertising data is transmitted to the first computer.

8. (Currently Amended) The system according to Claim 7, wherein the server computer changes the accounting data according to a number of requests for transmitting the advertising data.

9. (Currently Amended) An information providing method comprising:  
receiving advertising data from an advertisement provider,  
providing the advertising data to users through a communication network, ~~and~~  
setting an advertising ~~rate~~ charge that is charged to the advertisement provider according to a ~~providing time of~~ time of day when the advertising data is transmitted through the communication network;  
displaying the received advertising data on a web page,  
increasing the advertising charge that is charged to the advertisement provider as a number of accesses of the advertising data through the communication network increases,  
and

lowering a placing charge charged to a provider who provides contents of the web page as the number of accesses increases.

10. (Currently Amended) The method according to Claim 9, wherein  
the advertising-~~rate~~ charge also is set according to ~~the providing time and~~ a  
number of accesses of the advertising data through the communication network.

11. (Currently Amended) The method according to Claim 9, wherein  
the advertising-~~rate~~ charge also is set according to ~~an~~ a geographical area for  
which the advertising data is provided.

12. (Cancelled)

13. (Currently Amended) An information providing method comprising:  
providing an advertising-~~rate~~ charge table from a server computer to a source  
of advertising data, the advertising charge table having advertising charges that are set  
according to a ~~providing~~ time of day when the advertising data is transmitted to users,  
receiving the advertising data ~~at~~ from the source and charging the source an  
advertising-~~rate~~ charge set based on the ~~advertisement~~ advertising charge rate table, and  
providing the received advertising data to the users through a communication  
network.

14. (Currently Amended) An information providing method comprising:  
receiving a request for transmitting advertising data through a communication  
network and transmitting the advertising data to a computer requesting for the transmission  
through the communication network, and  
sending accounting data ~~set~~ to the computer that requested the advertising  
data, the accounting data indicating a cost associated with the advertising data, the cost

varying according to a providing time to the computer requesting the transmission time period when the advertising data is transmitted.

15. (Original) The method according to Claim 14, wherein  
the accounting data is set according to a number of requests for the  
transmission.

16. (Currently Amended) A server computer providing an information to a first  
computer through a communication network, comprising:

a ~~memory~~ memory that stores an ~~advertisement~~ advertising data; and  
a controller that transmits the ~~advertisement~~ advertising data to the first  
computer through the communication network, and sets an ~~advertisement-rate~~ charge for  
transmitting the ~~advertisement~~ advertising data which is charged to a provider who provides  
the ~~advertisement~~ advertising data,

wherein the controller sets the ~~advertisement-rate~~ charge according to a  
~~transmitting time of the advertisement data~~ time of day when the advertising data is  
transmitted,

the advertising data is displayed on a web page, and  
the controller sets a placing charge for placing contents on the web page which  
is charged to a provider who provides the contents of the web page, and the controller raises  
the advertisement charge as the number of accesses increases, and lowers the placing charge  
as the number of accesses increases.

17. (Currently Amended) ~~The~~ A-server computer according to Claim 16,  
wherein

the controller also sets the ~~advertisement-rate~~ charge according to a number of  
accesses to the advertising data through the communication network.

18. (Cancelled)

19. (Currently Amended) The ~~server~~ server computer according to Claim 16,  
wherein

the controller also sets the advertisement-rates charge according to a  
geographical location for which the ~~advertisement~~ advertising data is provided.

20. (Currently Amended) The server computer according to Claim 16, wherein  
the controller sets an amount of advertisement space displaying the advertising  
data according to a number of accesses to the advertising data from the first computer.